

**WDAF-TV**

## REVISION

## ORDER

Print Date 10/04/12 Page 1 of 6

Flight Dates 10/23/12-10/29/12

Order Sep      00:15:00

Product

**CLINT ZWEIFEL 4 MO**

<u>Estimate #</u>	<b>2010</b>
<u>Alt Order #</u>	<b>09771616</b>

Contract / Revision                      **575321**     /

Original Date / Revision  
10/04/12 10/04/12

Agency Com 15%

Billing Contact

Advertiser Zweifel, Clint/D/MO St Treas

**650 Massachusetts Ave NW  
Suite 210  
Washington, DC 20001**

Billing Type      Cash

<u>Order Type</u>	GENERAL
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<u>Billing Cycle</u>	EOM/EOC
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Billing Calendar BROADCAST

Demographic A35+

Rev Codes      SP-POL    CAN      GEN

Product Codes PL1Mb

Priority 3

Advertiser Ref

Agency      **Buying Time LLC**

### Buying Contact

Sales Office      DC-M

Sales Region NAT

Agency Ref

650 Massachusetts Ave NW  
Suite 210  
Washington, DC 20001

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 22%    Market Value 110227

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	29%	31965
KCWE	%	0
KMBC	21%	23147
KMCI	%	0
KPXE	%	0
KSHB	28%	30863
KSMO	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	35	\$16,320.00	\$19,200.00	0.00	10/01/12	10/28/12	35	\$16,320.00	\$19,200.00
November 2012	9	\$4,292.50	\$5,050.00	0.00	10/29/12	10/29/12	9	\$4,292.50	\$5,050.00
<b>Totals</b>	<b>44</b>	<b>\$20,612.50</b>	<b>\$24,250.00</b>	<b>0.00</b>					

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	35	\$16,320.00	\$19,200.00	0.00	10/01/12	10/28/12	35	\$16,320.00	\$19,200.00
November 2012	9	\$4,292.50	\$5,050.00	0.00	10/29/12	10/29/12	9	\$4,292.50	\$5,050.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
1	4	10/23/12	10/23/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
				FOX News	REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-T-----	1		\$300.00	0.00								
2	4	10/24/12	10/24/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--W----	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
				FOX News	REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	--W----	1		\$300.00	0.00								
3	4	10/25/12	10/25/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
				FOX News	REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								





														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
23	4	10/25/12	10/25/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
Noons News				REV												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	---T---	1		\$300.00	0.00								
24	4	10/29/12	10/29/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
Noons News				REV												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	M-----	1		\$300.00	0.00								
25	4	10/23/12	10/23/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	-T-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-T-----	1		\$600.00	0.00								
26	4	10/25/12	10/25/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	---T---	:30	1	\$600.00	2	0.00	NM	1	\$600.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	---T---	1		\$600.00	0.00								
27	4	10/29/12	10/29/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/29/12	11/04/12	M-----	1		\$600.00	0.00								
28	4	10/23/12	10/23/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-T-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-T-----	1		\$600.00	0.00								
29	4	10/24/12	10/24/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	--W----	:30	1	\$600.00	2	0.00	NM	1	\$600.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	--W----	1		\$600.00	0.00								
30	4	10/26/12	10/26/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	----F--	:30	1	\$600.00	2	0.00	NM	1	\$600.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	----F--	1		\$600.00	0.00								
31	4	10/23/12	10/23/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-T-----	:30	1	\$900.00	2	0.00	NM	1	\$900.00	
News				REV												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-T-----	1		\$900.00	0.00								
32	4	10/25/12	10/25/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---T---	:30	1	\$900.00	2	0.00	NM	1	\$900.00	
News				REV												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	---T---	1		\$900.00	0.00								
E 33	4	10/24/12	10/24/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	--W----	:30	1	\$2,200.00	2	0.00	NM	0	\$0.00	
WHEEL OF FORTUNE				REV												

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 33	4	10/24/12	10/24/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	--W----	:30	1	\$2,200.00	2	0.00	NM	0	\$0.00
WHEEL OF FORTUNE				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$2,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	4	10/22/12-10/28/12		M-F 630-7p	630-7p		--W-----	:30	<del>(\$2,200.00)</del>	0.00	NM				
Credited															
34	4	10/23/12	10/23/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	-T-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$800.00		0.00						
35	4	10/26/12	10/26/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	----F--	:30	1	\$800.00	3	0.00	NM	1	\$800.00
News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$800.00		0.00						
36	4	10/29/12	10/29/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$800.00		0.00						
37	4	10/24/12	10/24/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	--W----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$800.00		0.00						
38	4	10/25/12	10/25/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	---T---	:30	1	\$800.00	3	0.00	NM	1	\$800.00
News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$800.00		0.00						
39	4	10/29/12	10/29/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$800.00		0.00						
40	4	10/23/12	10/23/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	-T-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$600.00		0.00						
41	4	10/25/12	10/25/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	---T---	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$600.00		0.00						
42	4	10/29/12	10/29/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$600.00		0.00						

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
43	4	10/26/12	10/26/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$250.00	2	0.00	NM	1	\$250.00
News				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$250.00		0.00				
N 44	4	10/27/12	10/27/12	World Series World Series on FOX	CM-All	7p-CC	-----S-	:30	1	\$1,900.00	3	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-			1		\$1,900.00		0.00				
N 45	4	10/28/12	10/28/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$300.00		0.00				
													Totals	44	\$24,250.00